



MICHAEL DOWLING

PERSONAL PROFILE

Digital marketing graduate currently working in eCommerce, with an interest in marketing, web development, graphic design and IT. I'm actively looking for ways to develop my skill set and progress in my career, by doing online courses and self learning.

WORK EXPERIENCE

eCommerce Executive

Expert Electrical Ireland | April 2022 - Present

- Monitor overall website performance, including stock control, image quality, SEO, listings, descriptions, categories, making for a more user friendly experience
- Implement campaigns on website in line with our marketing strategy
- Graphic design work for website banners and promotional material
- Add website promotions and coupon codes for marketing campaigns and partner companies

Marketing Executive

O'Brien Motor Group | Feb 2020 - April 2022

- Conduct day-to-day marketing activities. social media marketing, Google Adwords, email marketing, CRM database checks.
- Performed ad-hoc activities. Web development, designed posters/graphics, administrative duties, video editing.
- Multi-Franchise dealership with 6 individual brands. Responsible for each and their different marketing policies

Digital Marketing Intern

Cloud 9 Solutions | Jan 2018 - May 2018

- Responsible for social media campaigns and website maintenance.
- Designed graphics for social campaigns and to promote the business online

EDUCATIONAL HISTORY

Bachelors of Business in Marketing (level 8)

Institute of Technology Sligo | Sep 2018 - May 2019


- Modules included business strategy, marketing planning, service marketing and marketing strategy

Bachelors of Business in Digital Marketing (level 7)

Institute of Technology Sligo | Sep 2015 - May 2018

- Modules included social media marketing, web design, business technology, business management, web & data analytics

CONTACT ME


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SKILLS SUMMARY

 Adobe programs; Photoshop, Illustrator, InDesign.

 Web design; Wordpress, WIX. Basic HTML, CSS & Javascript


 Data analytics; Google analytics, CRM Systems.

 Microsoft programs; Word, PowerPoint, Excel, Outlook.

 Content creation; Canva, Lightworks video editing, Google web designer

 Email marketing; Mail Chimp

COURSES DONE

 LinkedIn Learning - Marketing: Copywriting for Social Media

 Free Code Camp - Responsive web design

 Code Institute - Full Stack Software Development Diploma